

Project Self Assessment

1a) Describe the primary project goals. *(Please limit to three.)*

1a. Please provide up to three goal statements drawn from the overall purpose of the project. Primary project goal statements should be broad in scope. **TIP:** Goal statements must have outcomes that can be measured in some way. Abstract goals are difficult to both enact and assess.

Like this: To create a dance portrait of the automobile industry reflecting the complexity of human movement and manufacturing.

1b. For each goal statement, provide a one-line description of how attainment of the goal should be measured. The outside evaluator will use this criteria in providing feedback to the project administrator. The evaluator may also provide feedback on the appropriateness of the measurement criteria. Your pre-determined criteria are the blueprint for feedback.

Like this: A number of complex ideas, such as humans as masters of nature, will be explored in post-performance discussion. Discussions will be facilitated, observed and recorded.

1b) Explain the criteria you will use to determine how successful your project has been.

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2a. Please use up to three statements to address the main activities of the project.

Like this: Following performances, facilitators will develop formats and conduct discussions integrating important issues.

2a) Describe how project activities will be implemented.

2b. For each implementation statement, please provide a one-line description about how you will determine whether the activity was effectively implemented.

TIP: If you have trouble describing how you will know, the project activities may need further refinement.

Like this: Previously identified important issues, which are referenced in discussion, will be kept track of by facilitators on a specially-designed form.

2b) Explain how you will determine how effective the implementation strategies have been.

Economic Assessment

In support of Governor Jennifer M. Granholm's plan to grow Michigan's economy, the Michigan Council for Arts and Cultural Affairs has begun a process of modifying its grant programs to foster greater cultural economic development through increased **job creation, cultural tourism, capital investment and revenue generation and leveraging**. As an initial step, the Council is gathering measurable baseline information, from all fiscal year 2007 applicants and grant recipients, from which the economic "return on investment" in arts and cultural grants may be accurately assessed. A formal annual report of our findings, combined with other data, will be issued. It is the Council's expectation this information will assist those making the case for the importance of continued investment in the arts and culture of our great state. Please carefully review and complete this form, providing accurate and realistic responses, to the very best of your ability. Please attach additional sheets as necessary.

3a) Please select the economic outcomes that you feel your project addresses.

- ☐ **Job Creation** ☐ **Cultural Tourism** ☐ **Capital Investment** ☐ **Revenue Generation/Leveraging**
☐ **Other** _____

3b) Key Predictors of Economic Outcomes

1: What is the amount of your projected FY 2007 payroll, with fringe benefits? _____

2: What is the total amount of this grant request going toward that payroll, include fringe benefits? _____

3: What is your organization's total number of employees for FY 2007? _____

Year round: Full-time? _____ Part-time? _____ Volunteers? _____

Seasonal: Full-time? _____ Part-time? _____ Volunteers? _____

4: Estimate the number of new hires you will create for the entire organization. _____

a) How many of these will be generated specifically for this project? _____

b) How many full-time? _____ c) How many part-time? _____

5: Will your organization lose, and not replace, current employees? ☐ yes ☐ no
 If yes, how many? _____

6: How many tourist visits your organization annually? _____ For this project? _____
 (A tourist is defined as someone who drives 50 or more miles, one way, to reach your activity)

7: Does your organization track tourist's overnight stays associated with your activities? ☐ yes ☐ no
 If yes, how many overnight tourists are you predicting for FY 2007? _____

8: Is your organization planning to make any capital investments in FY 2007? ☐ yes ☐ no
 If yes, what is the projected investment? _____

9: Please list the other groups or organizations that your organization has collaborative agreements with, such as advertising, tours/visits, ticket discounts, parking, hotel/motel/B&B packages, restaurants etc.

Organization

Type of Collaboration

_____	_____
_____	_____
_____	_____

3c) Please attach a description (no more than one page) of how your project will address the outcomes you selected in 3a).

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4a. Keep your responses to this question simple. Describe how you intend to reach out geographically, demographically, artistically and programatically, in order to cultivate applications from your entire region.

Like this: Workshops will be held in each county of the region, and using a panel of successful Minigrant applicants, representing different types of projects and a variety of artistic disciplines.

4a) Describe how eligible Minigrant applications from each county in the region, and reflecting appropriately diverse demographic groups and artistic disciplines, are cultivated by the reganter.

4b. For every statement given in 4a, describe how you will be able to know whether your efforts have been successful.

Like this: After each round of Mini-grant applications are received, a review will be made of the county, type of applicant, and artistic discipline represented. Follow-ups will be made to workshop attendees who did not submit applications. Special efforts will be made in areas not represented.

4b) Describe how you will determine the effectiveness of your cultivation efforts.

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5a. This answer is one which can either be obtained from the format you use as the process evolves, or it can be something you can be prescriptive about. This is a serious policy decision.

Like this: Our Minigrant Review Panel is made up of members from each county in our region, with appropriate expertise to evaluate the projects. Each panel member has input on funding decisions and level of funding for each project recommended for funding.

5b. Follow the same strategy in this area. **TIP:** Don't be afraid to suggest concrete things as measurement.

Like this: Our panel considers geographic and other factors in funding, but maintains a strict correlation between level of funding and applicant scores.

5a) Describe how the regranter will promote equitable distribution of funds.

5b) Describe how you will determine that equitable funds distribution has been achieved.

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6a. Provide up to three statements. **TIP:** Part of the mission of the Regional Regranting program is to extend MCACA's funding into the local community, especially those areas and audiences that have been previously under-served. Also, remember that "quality" is a relative term; the same standards cannot be applied to all funded projects. But there should be the sense that, given the experience level of the project organizers and participants (artists, students, audience members), the quality was both appropriate and as "high" as possible.

Like this: After careful artist selection, once the project has begun a coordinated series of visits to project classrooms along with a once-a-week staff update will be held. Project coordinator will keep track of work and maintain a record file.

6b. For each statement, describe how you will decide whether "the search for the under-served audience" has been successful and how you will ensure the quality and appropriateness of the funded activities. Remember, the idea is not to find and offer *any* activities, but appropriate, quality ones. **TIP:** If a large number of small grants are awarded, it may be hard to tell which are appropriate and which are not. Still, it is possible to determine if participants felt the activities were of appropriate quality.

Like this: An audience feedback form will be developed that can be customized for each project. Also, the Intervention Specialist will conduct staff and guest artist interviews and forward the results to the assessor.

6a) Describe how the reganter will, through this project, reach both new and under-served audiences with appropriate, quality arts and cultural activities.

6b) Describe how you will determine that both new and under-served audiences were reached with appropriate, quality arts and cultural activities.